

Sweden Local Draft Tobacco Act

**** OV/VM note for MREARDON 14 Oct 1993 14:02 Page 1 of 2

From: JPUOTILA--VCH0021A
To: SCARLSON--VCH0021A Stig Carlson

Date and time 14.10.93 14:00:08

From: Johan Puotila
To : Stig
Subject: Tobacco Act Amendment/Sweden

Sorry for the error in implementation date in the below note; the law is suggested to become effective as of April 1, 1994.

=====
Regards

Johan

*** Forwarding note from JPUOTILA--VCH0021A 14.10.93 12:19 ***
To: SCARLSON--VCH0021A Stig Carlson

From: Johan Puotila
To : Stig Carlson
Subject: Tobacco Act Amendment/Sweden

Stig,

the MoH has finalized its draft amendment proposal and distributed it to other Government parties for comments. These comments will have to be filed by 10.00 on October 15. The draft proposal is not public yet. The Government has yet to agree on the proposal. =====

The draft follows the guidelines set by the Parliament last May in connection with the adoption of the new Tobacco Act. As the guidelines were rather vague on a number of points, one could say that the interpretations which the MoH has made based on the Social Committee's opinion are rather constructive.

The main elements of the draft proposal are:

1. Smoking is to be banned in outdoor areas directly connected to preparatory schools and leisure premises for juveniles.
2. Smoking is to be banned in premises where public meetings or events take place. This is however not a total ban, as the draft states that exceptions can be made and that separate areas for smoking can be reserved.
3. "Employees' right to a smoke free working environment" is legislated on by stating that the employer is responsible for looking after that no employee is exposed to tobacco smoke at workplace against his wishes.
4. Tobacco advertising in daily/weekly magazines and newspapers is to be banned. The draft states expressis verbis that this ban does not include publications distributed to the consumers at the POS. Ads in these publications have to carry health warnings as the newspaper ads today.

Current rules regarding trade marketing and POS advertising are not touched. Advertising of brand diversifications is not touched.

5. The paragraph 15 on product control is to be changed. According to the draft the manufacturer/importer has to provide the National Board of Health with information necessary to assess health risks of tobacco products - this to the extent stipulated by the Government.

The draft states that the amendment is to become effective as of July 1, 1993.

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Best Regards

Johan

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